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WHAT IS CLAIMED IS:

1. A high brightness lamp comprising:
a concave reflector;
a light source positioned within the reflector, with its major axis perpendicular to an axis of the lamp;
5 a lens which covers an open end of the reflector, the lamp emitting light with a beam angle which is at least 45 degrees.
2. The high brightness lamp of claim 1, wherein the beam angle is at least 55 degrees.
- 10 3. The high brightness lamp of claim 1, wherein the lamp has a narrow profile, the reflector having a diameter which is about twice a height of the reflector and lens combined.
- 15 4. The high brightness lamp of claim 1, wherein the lamp has a narrow profile, the reflector having a ratio of diameter to length along the axis which is from about 2.5:1 to about 3.5:1.
- 20 5. The high brightness lamp of claim 4, wherein the reflector has a ratio of diameter to length along the axis which is about 3:1.
6. The high brightness lamp of claim 1, wherein the lens includes a plurality of lenticules which spread the beam.
- 25 7. The high brightness lamp of claim 1, wherein the lamp is run at a voltage which is at least 5% greater than that for which the lamp was designed.

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8. The high brightness lamp of claim 7, wherein the lamp is run at a voltage which is at about 10% greater than that for which the lamp was designed.

5 9. The high brightness lamp of claim 1, wherein the light source is a tungsten halogen tube.

10 10. The high brightness lamp of claim 9, wherein the light source is a double ended quartz tungsten halogen tube.

11. The high brightness lamp of claim 1, wherein the light source is positioned between a focal point of the reflector and the lens.

12. A method of producing a high brightness beam of light having a wide beam angle, the method comprising:
energizing a light source of a lamp to produce light; and
reflecting the light from a reflector, the reflector having a ratio of diameter to length along an axis of symmetry of the lamp which is from about 2.5:1 to about 3.5:1.

13. The method of claim 12, further comprising:
passing the light through a lens to increase a beam angle of the light, the lamp emitting a beam of light with a beam angle which is at least 45 degrees.

14. The method of claim 13, wherein the beam angle which is at least 55 degrees.

15. The method of claim 13, wherein the lens includes a plurality of lenticules for spreading the beam.

16. The method of claim 12, further comprising:

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running the lamp at a voltage which is at least 5% greater than that for which the lamp was designed.

17. The method of claim 16, further comprising:
5 running the lamp at a voltage which is about 10% greater than that for which the lamp was designed.

18. The method of claim 12, wherein the light source is a tungsten halogen lamp.

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19. The method of claim 13, further comprising:
positioning the light source between a focal point of the reflector and the lens.

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20. The method of claim 12, further comprising:
attaching the lamp by a base to a fixture in a ceiling such that the lamp extends from the fixture by a distance which is about half that of a maximum diameter of the lamp.